INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1521 — Washington, D. C. — January 15, 1955

Willkie at Northwest Meeting

Consciousness of the requirements of the consumer is a characteristic of the operations of the canning industry, N.C.A. President E. E. Willkie pointed out this week at the annual convention of the Northwest Canners Association.

The choice of container sizes, styles of pack, varieties and other details that make up the canned food package are controlled by consumer likes and dislikes, he stated. "All these things are planned by canners to give the consumer the food she wants, the quality that suits her taste, at a time and place that meets her convenience, in a container that enables her to store easily and serve without waste, and at a cost that makes possible a price she is willing to pay," he asserted.

Mr. Willkie stated further that this consumer consciousness of the industry has been recognized in official circles. He cited statements by Food and Drug Commissioners, for example, to the effect that the canning industry's boast of doing a better job than the housewife "is justified with but few exceptions," and that this industry "provides an outstanding example of self-regulation at its best."

The Information Division issued press and radio-TV releases on highlights of Mr. Willkie's address to Washington and Oregon newspapers, radio-TV stations, wire services, and the canning trade journals.

1954 Pack of Snap Beans

The total 1954 pack of green and wax beans amounted to 28,773,327 actual cases as compared with the 1953 total of 23,896,816 cases, according to a report by the N.C.A. Division of Statistics.

The 1954 pack of 25,230,685 cases of green beans amounts to 23,883,037 standard 24/2 cases. The 1953 pack of 20,548,517 actual cases was the equivalent of 19,591,708 standard cases.

The 1954 pack of 3,542,642 cases of wax beans amounts to 3,186,418 standard 24/2 cases, compared with the 1953 pack of 3,348,299 actual cases and 3,019,065 standard cases.

President's Proposal on Minimum Wage and Balance of Power in Congress May Lead to Wage-hour Revision

Wage and hour legislation, having been dormant for a number of years, apparently will receive broad Congressional consideration during the 84th Congress. President Eisenhower in his State of the Union message recommended an increase in the minimum wage to 90 cents an hour. He also proposed that the coverage of the Act be extended to workers now excluded from the "protection" of a national minimum wage.

Many bills have been introduced thus far in the first session of the new Congress to amend the wage and hour law and have been referred to the House and Senate Labor Committees. These bills range from short and simple proposals to increase the minimum wage level to 90 cents an hour to more complicated proposals that would rewrite much of the present law, particularly by removing existing seasonal exemptions applicable to agricultural and fishery processing operations. These latter bills also would establish the minimum wage at $1.25 an hour.

Thus far the details of the administration's views have not been sent to Congress. Regardless of the range of the Labor Department recommendations regarding extension of coverage and reduction in the present exemptions, the nature of the bills that have been submitted to date makes certain that consideration will be given to the entire scope of the law. Likewise, the complexion of the House and Senate Labor Committees forecasts a general tightening of the Fair Labor Standards Act.

The so-called conservative element will be a minority in both House and Senate Labor Committees. Southern conservatives, although supplying the chairmanship of the House Committee, contribute only one other vote. To what extent the Republican members

(Please turn to page 10)

Advance Copies of Article Featuring Canned Foods

A preprint of a forthcoming article in *Parents'* Magazine entitled "Canned Foods for Better Family Meals" by Blanche M. Stover, family food editor, along with a "Do-It-Yourself" sales builder was mailed this week to N.C.A. members and others on the Consumer and Trade Relations mailing list. Copies of the same material also went to members of the National Food Brokers Association.

The article enumerates the many advantages canned foods supply for nutritious family meals and includes also illustrations and recipes for main dishes, side dishes, and desserts. It will reach the 1,625,000 homes of *Parents'* subscribers in February. These families have well over 3¼ million growing children—a total of 5½ million consumers. The *Parents'* audience consists primarily of young mothers, more than 65 percent of whom are 35 and under. Along with the four-page feature on canned foods is a buying guide chart of common container sizes.

The Sales Builder Kit accompanying the preprint contains numerous ideas the individual canner may carry out in adapting his own sales and promotion efforts to a tie-in with the *Parents'* feature. It illustrates and describes several styles of retail display that could be utilized.

Committee To Study FDA

H. N. Riley of the H. J. Heinz Co., Pittsburgh, for many years chairman of the N.C.A. Scientific Research Committee, has been appointed to a committee of 14 distinguished citizens created by the Secretary of Health, Education, and Welfare to evaluate the adequacy of enforcement of the Federal Food, Drug, and Cosmetic Act.

In a January 14 announcement, Secretary Hobby stated that the purpose of the study is "to make recommendations as to the amount and kind of enforcement of the Act and related statutes which will best serve the interests of the country." It was stated that members of the committee were selected for their interest in civic affairs and their broad knowledge of consumer and industry problems.

Details of Program

Chicago, Ill.—Feb. 19-23, 1955

Saturday, February 19

10 a.m.—Annual Meeting, Williford Ballroom, Conrad Hilton

General Session

Presiding: E. E. WILLKIE, President, N.C.A.

Invocation: Rev. CHARLES RAY GOFF, The Chicago Temple —First Methodist Church

Greetings: President WILLKIE

Report of the Committee on Nominations: FRED C. HEINZ, Chairman

Election of Officers

Address: (title to be announced)
RALPH D. PAINE, Jr., Publisher, *Fortune* Magazine

Address: (title to be announced)
The Honorable GEORGE M. HUMPHREY, Secretary of the Treasury

Report of the Committee on Resolutions: H. J. BARNES, Chairman

Installation of New Officers

1:30 p.m.—Marketing Session, South Ballroom, Conrad Hilton

Canned Foods Merchandising

Presiding: H. L. Stier, Director of Statistics, N.C.A.

Address: Can Retail Cost-of-handling Facts Affect Canned Food Merchandising?—DON WHITE, Don White, Inc.

Panel Discussion: Can the Small Canner Merchandise?—Discussion Leader: DON CALLAHAN, Dudley, Anderson & Yutzy

Can the Smaller Canner Set Up an Effective Marketing and Distribution Pattern?—J. SIDNEY JOHNSON, National Biscuit Company

Can the Smaller Canner Organize His Brokers into an Effective Sales Force?—E. NORTON REUSSWIG, Lestrade Bros.

Can the Smaller Canner Compete for Retail Merchandising Visibility?—LYMAN L. WELD, Feature Foods, Inc.

Can the Smaller Canner Establish a Relationship with Buyers which Will Result in More Effective Product Merchandising?—WILDA A. COLEMAN, Mick-Or-Mack Stores

Can the Smaller Canner Afford a Point of Sale Investment?—RALPH HEAD, Batten, Barton, Durstine & Osborn, Inc.

Can the Smaller Canner Talk to the Consumer?—GRACE WHITE, Food Editor, *The Family Circle Magazine*

3 p.m.

Developing the Institutional Market

Session jointly sponsored by N.C.A. and Can Manufacturers Institute

Address: Restaurants—A Billion-dollar Canned Food Market —HAROLD H. JAEGER, Can Manufacturers Institute

Panel Discussion: How Canners Can Get a Bigger Slice of the Institutional Market—Discussion Leader: LEO NEJELSKI, Nejelski & Co., Management Consultants

What Cost and Quality Factors are Important in Choosing Foods—JOHN O. SABOTOS, Bickford's, Inc.

What Information Should Be Printed on Can Labels—BEATRICE HUGHES, Harding Restaurants

What Specifications Are Necessary to Good Restaurant Operations—JOSEPH SCHENSUL, Schensul's Cafeteria

How Canners Can Work Most Successfully with Their Wholesalers—JAMES E. STINSON, H. F. Behrhorst & Son, Inc.

Address: Canned Foods Usage by Restaurants and Cafeterias—DR. WAYNE BITTING, Agricultural Marketing Service, USDA

2 p.m.—Canning Problems Conference, Upper Tower, Conrad Hilton

Canning Procedures and Products

Presiding: DR. RANDALL ROYCE, American Can Company

Address: The Detection and Control of Flat Sour Organisms in Cream Style Corn Canning Equipment—A. A. KOPETZ and E. H. RUYLE, Research and Technical Department, American Can Company

Address: Venting Requirements for Vertical and Horizontal Retorts using Automatic Loading and Unloading Systems—D. V. ALSTRAND and B. W. BLAIR, Research and Technical Department, American Can Company

Address: Recent Findings in the Sodium Content of Dietetic Canned Foods and Their Significance—FRANKLIN C. BING, Nutrition Consultant

Address: Sterilization Procedures for Aseptic Canning—C. T. TOWNSEND and C. P. COLLIER, Western Branch Laboratory, N.C.A.

2 p.m.—Raw Products Conference, Waldorf Room (North Ballroom), Hilton

Procurement of Raw Products

Presiding: W. STANLEY MACKLEM, Chairman, N.C.A. Raw Products Committee

Panel Discussion: How Can We Persuade Farmers to Grow Our Canning Crops?

Financial and Material Services as Inducements to Growers: MARK H. MITCHELL, The Larsen Company

Grower-Processor Relations from the Standpoint of the Vegetable Grower: JAMES D. SWAN, JR., President, Vegetable Growers Association of America

The Canner-Grower Contract:
(Speaker to be announced, Office of N.C.A. Counsel)

Effective and Accurate Presentation of Crop Statistics to Growers: H. L. STIER, Director of Statistics, N.C.A.

National Canners Association

48th Annual Convention

Sunday, February 20

2 p.m.—Fishery Products Conference, Astoria Room (North Assembly), Conrad Hilton

Effective Management of Marine Fisheries —When Is It Necessary and How May It Best Be Accomplished

Presiding: ARTHUR H. MENDONCA, Chairman, N.C.A. Fishery Products Committee

Address: The Biologist's View—DR. CLARENCE P. IDYLL, Marine Laboratory, University of Miami

Address: The Sportsman's View—HENRY LYMAN, Publisher, *The Salt Water Sportsman*

Address: The Commercial Fisherman's View—JOHN J. REAL, Fishermen's Cooperative Association of San Pedro, California

1:30 p.m.—Raw Products Conference, Waldorf Room (North Ballroom), Conrad Hilton

Agricultural Management Problems

Presiding: MARK H. MITCHELL, The Larsen Company

Panel Discussion: The Value, from a Company Standpoint, of a Soil Testing Program and Field Demonstrations in Securing Higher Yields and Higher-Quality Canning Crops—Discussion Leader: JOHN G. MARTLAND, Green Giant Company

Panel Members: FRANK APP, Seabrook Farms Co.; BEN F. COUNTER, The Fort Lupton Canning Co.; ELDROW REEVE, Campbell Soup Company; M. E. SCHELIHARDT, Stokely-Van Camp, Inc.

Address: How the Technical Advisory Committee of N.C.A. Is Trying To Solve Some of Our Field Problems—ALVIN C. MOLL, Stokely-Van Camp, Inc., Chairman, Technical Advisory Committee to the N.C.A. Raw Products Committee

Address: How Greater Utilization of Weather Information Can Pay Off to Farmers and Canners—JAMES M. BEALL, Agricultural Meteorologist, Weather Bureau, U. S. Department of Commerce

2:30 p.m.—Canning Problems Conference, Upper Tower, Conrad Hilton

Factors Influencing the Shelf Life of Canned Foods

Presiding: W. J. MUTSCHLER, Research and Development Dept., Continental Can Company

Address: Relationship of Canning Procedures to Shelf Life of Canned Foods—A. G. SKIBBE, Research and Development Dept., Continental Can Company

Address: The Effect of Tin Coating Weight and Base Steel—V. WALTER VAURIO, U. S. Steel Company

Address: The Effect of Storage Temperature—DR. D. K. TRESSLER, Quartermaster Food and Container Institute

Address: Preventing Corrosion of Exterior of Cans—A. R. BEALL and E. V. CASSADY, Technical Service Division, American Can Company

Monday, February 21

9 a.m.—Joint Raw Products-Laboratory Session, Waldorf Room (North Ballroom), Conrad Hilton

Pesticide Tolerances—Their Effects on Raw Product Procurement and Factory Operations

Presiding: C. H. MAHONEY, Director, Raw Products Research Bureau, N.C.A.

Address: How Pesticide Tolerances May Affect the Procurement of Raw Products—C. E. PALM, Dept. of Entomology, Cornell University

Panel Discussion: Factory Quality Control Aspects of Pesticide Residues—Discussion Leader: D. W. LEEPER, H. J. Heinz Company

A. Detection of Residues by Biological Assay Techniques

Purification of Plant Material and Separation of Insecticides for Bioassay—W. M. HOSKINS, Department of Entomology and Parasitology, University of California

Development of a Simplified Bioassay Procedure for Determining Insecticide Residues in Raw and Canned Products—F. C. LAMB, Western Branch Laboratory, N.C.A.

Residue Determinations Using Lang Bioassay Method and Hoskins Purification Procedure—C. J. TRESSLER, Washington Research Laboratory, N.C.A.

Determination of Residues on Crops Using Drosophila for Bioassay—J. E. DEWEY, Dept. of Entomology, Cornell University

B. Effect of Applied Pesticides on Flavor Changes in Canned Foods—ELLY HINREINER, Dept. of Food Technology, University of California

2 p.m.—Canning Problems Conference, South Ballroom, Conrad Hilton

Quality Grading and Washing Operations

Session jointly sponsored by N.C.A. Research Laboratories and Canning Machinery and Supplies Association

A panel of speakers will discuss design and use of equipment for quality grading and washing, from the standpoint of the equipment manufacturer, the canner, and the quality control personnel interested in elimination of spoilage hazards.

Schedule of Principal Events of the 1955 Convention

(Subject to Revision and Addition)

Tuesday, February 15

10 a.m.—Meeting of N.C.A. Scientific Research Committee, Room 10, Conrad Hilton

Wednesday, February 16

10 a.m.—Meeting of N.C.A. Scientific Research Committee, Room 10, Conrad Hilton
10 a.m.—Meeting of Technical Advisory Committee to N.C.A. Labeling Committee, Room 5, Conrad Hilton
3 p.m.—Meeting and Dinner, N.C.A. Home Economics Committee, Room 3, Conrad Hilton
3 p.m.—Meeting of Canning Industry Research, Inc., Room 8, Conrad Hilton

Thursday, February 17

9 a.m.—Meeting of N.C.A. Processing Subcommittee on Foods in Metal Containers, Room 20, Conrad Hilton
10 a.m.—Meeting of N.C.A. Administrative Council, Room 1, Conrad Hilton
12:30 p.m.—Luncheon Meeting of N.C.A. Administrative Council, Room 2, Conrad Hilton
2 p.m.—Meeting of N.C.A. Convention Committee, Room 8, Conrad Hilton
3:30 p.m.—Meeting of N.C.A. Labeling Committee, Room 3, Conrad Hilton
7 p.m.—Dinner, N.C.A. Labeling Committee, Room 4, Conrad Hilton

Friday, February 18

9:30 a.m.—Meeting of N.C.A. Board of Directors, West Ballroom, Conrad Hilton
12 m.—Meeting of C.M.&S.A. Board of Directors, Blackstone
12:30 p.m.—Luncheon, N.C.A. Board of Directors, South Ballroom, Conrad Hilton
2 p.m.—Meeting of N.C.A. Board of Directors, Waldorf Room (North Ballroom), Conrad Hilton
4 p.m.—Meeting of Forty Niners Board of Directors, Hubbard Room, Blackstone
4:45 p.m.—Annual Meeting of Forty Niners, Hubbard Room, Blackstone
6 p.m.—Dinner Meeting of N.C.A. Statistics Committee, Room 8, Conrad Hilton
7 p.m.—Meeting of N.C.A. Resolutions Committee, Room 5, Conrad Hilton
7:30 p.m.—Dinner, C.M.&S.A. Past Presidents, English Room, Conrad Hilton

Saturday, February 19

9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room (North Assembly), Conrad Hilton
9:30 a.m. (all day)—Business Meeting of N.F.B.A., Grand Ballroom, Palmer House
10 a.m.—General Session of N.C.A., Williford Ballroom, Conrad Hilton
10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
12:30 p.m.—Luncheon Meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton
1:30 p.m.—N.C.A. Marketing Session, South Ballroom, Conrad Hilton
2 p.m.—N.C.A. Conference on Canning Procedures and Products, Upper Tower, Conrad Hilton
2 p.m.—N.C.A. Conference on Procurement of Raw Products, Waldorf Room (North Ballroom), Conrad Hilton
4 p.m.—Meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton
6 p.m.—Old Guard Society Cocktail Party and Buffet Supper, French Room and Crystal Ballroom, Blackstone
7 p.m.—Dinner, N.C.A. Fishery Products Committee, Room 4, Conrad Hilton
8 p.m.—Smoker, N.C.A. Research Laboratory, Lower Tower, Conrad Hilton

Sunday, February 20

8:30 a.m.—Breakfast Meeting of N.C.A. Legislative Committee, Room 19, Conrad Hilton
9 a.m.—Meeting of Technical Advisory Committee to N.C.A. Raw Products Committee, Room 18, Conrad Hilton
10:30 a.m.—Annual Meeting of C.M.&S.A., West Ballroom, Conrad Hilton
1-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
1:30 p.m.—N.C.A. Conference on Agricultural Management Problems, Waldorf Room (North Ballroom) Conrad Hilton
2 p.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 8, Conrad Hilton
2 p.m.—N.C.A. Fishery Products Conference, Astoria Room (North Assembly), Conrad Hilton
2:30 p.m.—N.C.A. Conference on Factors Influencing the Shelf Life of Canned Foods, Upper Tower, Conrad Hilton
6 p.m.—State Secretaries Reception and Dinner, Room 1, Conrad Hilton
6:30 p.m.—Dinner, N.C.A. Raw Products Committee and Technical Advisory Committee, Room 3, Conrad Hilton

Monday, February 21

9 a.m.—Meeting of N.C.A. Procurement Committee, Room 19, Conrad Hilton
9 a.m.—N.C.A. Conference on Pesticide Tolerances, Waldorf Room (North Ballroom), Conrad Hilton
10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
2 p.m.—Joint N.C.A.-C.M.&S.A. Technical Conference, South Ballroom, Conrad Hilton
2 p.m.—Meeting of The Tomato Council, Inc., Board of Directors, Room 8, Conrad Hilton
3:30 p.m.—Business Meeting of The Tomato Council, Inc., West Ballroom, Conrad Hilton
3:30 p.m.—Ladies Day, sponsored by C.M.&S.A., Marshall Fields
7 p.m.—Young Guard Society Banquet, Terrace Casino, Morrison

Tuesday, February 22

10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton
12:15 p.m.—Meeting of National Meat Canners Association, Crystal Ballroom, Blackstone
7:30 p.m.—C.M.&S.A. Dinner Dance, Ballroom, Sheraton

Wednesday, February 23

9:30 a.m.—Meeting of N.C.A. Processing Committee on Foods in Metal Containers, Room 20, Conrad Hilton
10 a.m.-3.30 p.m.—Canning Machinery and Supplies Exhibit, Exhibit Halls, Conrad Hilton

Citrus Fruit Production

Prospects for the 1954-55 crops of citrus on January 1 were unchanged from estimates on December 1 except for grapefruit, down 2 million boxes, according to the Crop Reporting Board of USDA.

The grapefruit crop is placed at 44 million boxes. Early and midseason oranges are forecast at 71 million boxes. California lemons are forecast at 14.6 million boxes.

Texas citrus crops have the best prospects since the freeze of January, 1951, although far below the pre-freeze level. Oranges are forecast at more than twice the crop of last season and the grapefruit crop is about three times as large. Quality of fruit has been very good.

Fresh use of Florida oranges and tangerines to January 1 totaled about the same as a year earlier but processing was sharply less than a year earlier. Fresh use of Florida grapefruit was about a tenth less than fresh use to January 1, 1954, and processing was almost a fourth less.

1954 Pack of Tomato Juice

The 1954 pack of tomato juice totaled 23,258,942 actual cases as compared with the 1953 pack of 32,733,466 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of 24/2s, the 1954 pack amounted to 26,894,000 cases compared with the 1953 pack of 37,754,000 cases.

Container Size	1953	1954
	(actual cases)	
Indiv. 5-6 oz.	2,850,803	2,351,716
8 oz.	428,771	427,239
No. 1 Picnic	(a)	(a)
No. 211 Cyl.	1,394,274	1,372,111
No. 300*	998,150	796,481
No. 1 Tall	(a)	.....
No. 303 Cyl.	927,044	212,246
No. 2	4,996,331	3,226,320
No. 2 Cyl.	.....	(a)
No. 3 Cyl.[b]	18,983,597	13,320,858
No. 10	815,761	508,322
Misc. tin and glass	1,338,735	1,043,649
U. S. Total	32,733,466	23,258,942

* Including all 300 cans from 407 to 412 and No. 303 cans (303x406). [b] Including all 404 cans from 615 to 708. (a) Included in miscellaneous.

1954 Pack of Tomato Sauce

The 1954 pack of tomato sauce totaled 7,059,115 actual cases, according to a report by the N.C.A. Division of Statistics. The pack included 6,540,165 cases packed in California and 518,950 cases packed in other states.

1954 Packs of Catsup and Chili Sauce

The 1954 packs of catsup and chili sauce have been reported by the N.C.A. Division of Statistics as follows:

1954 Pack of Catsup

Container Size	1953	1954
	(actual cases)	
Glass:		
24/8 oz.	(a)	(a)
24/12 oz.	930,763	1,252,503
24/14 oz.	15,962,025	17,461,603
No. 10 tin	2,114,453	1,855,795
Misc. tin and glass	108,262	355,762
U. S. Total	19,115,503	20,925,663

(a) Included in miscellaneous.

1954 Pack of Chili Sauce

Container Size	1953	1954
	(actual cases)	
12 oz. glass	2,159,077	1,795,892
No. 10 tin	204,646	183,208
Misc. tin and glass	199,727	113
U. S. Total	2,563,450	1,979,213

Spinach for Processing

The 1955 acreage of winter and spring spinach for processing in Texas and California is expected to total 12,600 acres, according to a report by the Crop Reporting Board of USDA. Such an acreage would be 1 percent more than the 12,500 acres planted last year but 20 percent below the 1944-53 average plantings of 15,800 acres.

Seasonal Group and State	1954 Planted	1954 Harvested	1955 Planted
	(acres)	(acres)	(acres)
Winter:			
Texas	6,000	4,500	5,000
Early spring:			
California	6,500	6,200	7,600
Total	12,500	10,700	12,600

Stocks of Bulk Sauerkraut

The following report on bulk sauerkraut in canners' hands, which was compiled by the N.C.A. Division of Statistics, represents kraut in vats and in canned kraut converted to barrels, 10 cases to the barrel.

Region	Dec. 1 1953	Aug. 1 1954	Dec. 1 1954
	(45-gallon barrels)		
Northeast	203,530	117,610	233,399
Midwest	226,262	121,280	222,921
South	8,410	23,097	21,230
West	17,126	7,767	39,103
U. S. Total	455,328	269,754	516,653

Northeast includes Conn., Md., Mass., N. Y., Pa., and Va. Midwest includes Ind., Mich., Minn., Ohio, and Wis. South includes Mo., N. C., Tenn., and Texas. West includes Colo., Ore., Utah, and Wash.

1954 Pack of Pumpkin and Squash

The 1954 pack of canned pumpkin and squash totaled 1,786,281 actual cases as compared with the 1953 pack of 2,546,443 cases, according to a report by the N.C.A. Division of Statistics.

Container Size	1953	1954
	(actual cases)	
24/303	928,309	*593,655
24/2½	1,000,864	850,733
6/10	513,126	273,159
Miscellaneous	104,144	68,734
U. S. Total	2,546,443	1,786,281

* Includes 225,111 cases of 24/300s.

McCall's Magazine

A new *Short-cut Cookbook* is announced on the cover as an extra for the January issue of *McCall's* magazine. In all, a total of 11 pages make up the section which contains 128 recipes. Photographs in color show 19 of them ready to serve. More than 100 canned food uses are included in the recipes.

The first page is headed by a color photograph showing a hand holding a net shopping bag containing numerous canned and packaged foods. In introducing the section, "Short-cut Foods Revolutionize American Cooking," food editor Helen McCully writes:

"When the American housewife shops her supermarket, she has a choice of 4,693 short-cut foods—the most dazzling array of prepared, precooked and ready-to-eat foods the world has ever seen. If she wished, she could serve her family two different foods every meal, every day, for two years and 52 days without once duplicating a food. A fascinating conjecture, especially to anyone bored with his current carte du jour. These amazing short-cut foods—in cans, glass and packages—have revolutionized cooking habits in every home in the United States. A boon to everyone, they're worth their weight in gold to the woman with a job, the mother with small children, the bachelor who likes to cook himself a meal, the husband on his own, and the new cook facing a stove for the very first time. To dramatize the scope of these wonderful, modern foods *McCalls* has prepared a *Short-cut Cookbook*—128 excellent recipes (19 of which are pictured on this page) that prove one short-cut food combined with another adds up to perfectly delicious eating. These recipes prove further that short-cut cookery reduces chance of failure to a minimum."

J. Howard Hamilton Dies

J. Howard Hamilton, 52, of the American Can Company, died January 8, following several months illness. Mr. Hamilton was known to a host of canners through the prominent part he played in administration of the military canned foods procurement program during World War II. For the period 1941-1944 he served in the Office of the Quartermaster General on loan from his company.

At the conclusion of his wartime services Mr. Hamilton was presented with the War Department's Exceptional Service Award by Maj. Gen. Edmund B. Gregory, the Quartermaster General. The citation reads:

"For his distinguished service to the War Department in the skillful and tactful development and direction of the canned food procurement program for the Armed Forces. Serving without compensation, he has achieved results which stand out as an example of efficient wartime procurement. (Signed: Henry L. Stimson, Secretary of War.)"

Mr. Hamilton was born July 3, 1902 in Eureka, Ill. He studied engineering at the University of Nebraska and gained his first experience in the canning business with his father in the Waupun Canning Company in Wisconsin. For a short time he was a canned foods buyer with the Great Atlantic and Pacific Tea Company. He joined American Can as a salesman in Chicago in 1936.

Following his war service Mr. Hamilton became assistant manager of sales for Canco's Pacific division. In 1950 he was transferred to the general sales department in New York as commodity manager in charge of containers for fruits and vegetables.

Senate Agriculture Committee

Members of the Senate Committee on Agriculture and Forestry in the 84th Congress are:

Senator Allen J. Ellender (La.), chairman, and Olin D. Johnston (S. C.), Spessard L. Holland (Fla.), Clinton P. Anderson (N. M.), James O. Eastland (Miss.), Earle C. Clements (Ky.), Hubert H. Humphrey (Minn.), and W. Kerr Scott (N. C.), and

Senators George D. Aiken (Vt.), Milton R. Young (N. D.), Edward J. Thye (Minn.), Bourke B. Hickenlooper (Iowa), Karl E. Mundt (S. D.), John J. Williams (Del.), and Andrew F. Schoeppel (Kans.).

Wage-hour Legislation

(Concluded from page 5)

of the House Committee will stand together in support of the Administration is very conjectural.

On the Senate side a Southern Democrat also has the Labor Committee chairmanship. By a wide majority, the other members of the Senate Committee, Democrat and Republican, are from industrial areas.

The power of the House Rules Committee, which in the past has had an extreme influence on labor legislation, thus again may be the deciding factor as to the ultimate context of wage and hour legislation.

Trade Agreements Act

Chairman Cooper of the House Committee on Ways and Means has announced that the committee will begin hearings January 17 on his bill, H.R. 1, to extend the reciprocal trade agreements program as recommended by the President.

Persons desiring to testify in favor of the bill must file applications with the committee by January 14 and those opposing the bill by January 19.

The Cooper bill would enact the portion of the President's program dealing with trade agreements authority.

The President's foreign economic policy was outlined in a special message to Congress January 10. In that message he asked for:

A three-year extension of the Presidential authority to negotiate tariff reductions with other nations, with tariff reductions of no more than 5 percent a year (see INFORMATION LETTER of January 8, page 1);

Congressional approval of the General Agreement on Tariffs and Trade, the multilateral agreement by which tariff and customs procedures are formulated;

Technical amendments to simplify customs procedures, so as to facilitate imports;

Taxation of business income from foreign subsidiaries or branches at a rate 14 percentage points lower than the corporate rate on domestic income, and a deferral of tax on income of foreign branches until it is removed from the country where it is earned; and

Approval by Congress of membership in the proposed International Finance Corporation, which will be designed to increase private investment in less developed areas by making loans without government guarantees, by investing in debentures and similar obligations.

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